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# STERLING DAHLIAS

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U. S. Department of Agriculture



A. & E. WATERHOUSE  
VINELAND, N. J.

1933



## GREETINGS

It is with great pleasure we send you our 1933 catalogue of Dahlias.

We earnestly thank our many customers for their valued patronage, and for their expressions of satisfaction and pleasure at the results received from our **Sterling** roots.

We are happy to be able to report a splendid harvest of large strong roots, which assures you as well as our selves, of the same high quality as heretofore.

Yours for healthy and beautiful Dahlias.

STERLING DAHLIA FARM,  
A. & E. WATERHOUSE.

## Informal Decorative Dahlias

- \***ELIZA LONDON SHEPARD**—An attractive and useful cut flower of a bright golden orange apricot so blended, making a one-tone spectacular flower. Blooms of good substance with full centers are borne on long, stiff stems .... **2.75**
- FORT MONMOUTH**—This giant dahlia is a great winner at the shows. The color is rich claret shading to maroon. Splendid form on long stiff stems ..... **1.00**
- \***JANE COWL**—This is a very popular dahlia. Color, a warm buff and old gold, blending to apricot and rose at center. Giant flowers on long stiff stems ..... **.75**
- \***KATHERINE KELLY**—Color, rich glistening brownish red shaded maroon. Size 10 x 4 inches bush height, 4 feet. Splendid exhibition, garden and cut flower variety. .... **2.00**
- \***KING MIDAS**—Color, pure golden yellow, form perfect, stems long stiff and straight, holding up the giant flowers. Rated as one of the greatest of all exhibition dahlias ..... **2.00**
- MARMION**—A large dahlia of lovely coloring. The blooms are held on good stems well above the foliage. Color, pure golden yellow with a bronze center ..... **.50**
- MARGARET WOODROW WILSON**—Color, an opalescent pink. Face of petals creamy white with phlox pink reverse. A good grower and early and profuse bloomer ..... **.50**
- PRESIDENT HOOVER**—A bright luminous peach red blending to a begonia rose. Bloom about 8 x 5 inches. Stems are long, mostly erect of the Jersey's Beauty type. Early bloomer ..... **4.00**
- PRIDE OF STRATFORD**—A fine large dahlia inclined to be a little bashful. Color, cadmium orange shaded light orange yellow at base of petals, reverse rose doree ..... **.50**
- \***WALDHEIM SUNSHINE**—This immense but graceful dahlia is rated among the best. It is a deep golden yellow, shading to chrome yellow at center, while the reflex is lightly suffused scarlet. The form is excellent with full high center. The stems are strong and erect ..... **2.00**
- SANHICAN'S PEACH**—Color, golden bronze, shading to reddish salmon. A splendid variety for garden and exhibition **.75**

## Formal Decorative Dahlias

- \***CASPER G. WARE**—A dahlia of many uses. A pleasing shade of bright clear violet rose. Flowers are produced freely on erect stems ..... .25
- \***CHAMPAGNE**—One of the popular autumn shades from burnished copper to chamois ..... .25
- \***CAPE HENLOPEN LIGHT**—Color, creamy yellow changing to creamy white. A strong sturdy grower and an early and profusive bloomer ..... 1.50
- \***FRAZIER**—Color, rich glowing oriental red tipped yellow with yellow at base of petals. An early and continuous bloomer on right stiff stems ..... 2.00
- FORT WASHINGTON**—Color, dark mahogany red, blossoms are immense in size. A very tall grower ..... 1.00
- \***GRACE**—Color, pure white tipped and suffused lavender. One of the best cut flowers. Blooms of good size held erect on graceful stems ..... 2.00
- GOVERNOR MORGAN F. LARSON**—Color, clear golden yellow, with slight apricot blush on reverse of petals. This is a beautiful flower, of large size on long stiff stems ..... 3.00
- HELEN IVINS**—Color, orchid lavender. Very free bloomer on good stems with tough leathery foliage ..... 1.00
- IDA PERKINS**—One of the finest large white dahlias. A continuous and early bloomer ..... 1.00
- \***JANE HALL**—Color, buff yellow with bronzy suffusion ..... .25
- \***JEAN KERR**—Pure white of fine form, a profuse bloomer on stiff stems. Good keeping qualities..... .25
- JERSEY'S BEACON**—A massive bloom on strong stems. Color, bright scarlet with buff reflex. Free bloomer ..... .50
- JERSEY'S BEAUTY**—This is a pink flower which holds a place of its own among all dahlias. Ideal for cutting purposes ..... .25

# STERLING DAHLIAS

## FORMAL DECORATIVE DAHLIAS

Continued

- \***KENTUCKY**—A sport of Jerseys Beauty. Color, pure salmon pink. A good cut flower variety ..... **1.00**
- MARGARET MASSON**—Color, a pleasing shade of silvery lavender pink. Large flowers on rigid stems ..... **.35**
- \***MARIE**—Luminous delicate pink. Early and free bloomer with full centers to the last ..... **1.00**
- \***MRS. I. DE VER WARNER**—Color, a clear lilac rose. Large, fine form, on long sturdy stems. No garden should be without this favorite ..... **.25**
- N. J. C. C.**—Large flowers of orchid pink. A strong sturdy grower and a very free bloomer ..... **1.50**
- \***OLD HICKORY**—A dahlia that is very easy to grow. A rough and ready semi-dwarf plant with each branch bearing a large bloom. Color, madder red with apricot suffusion .... **1.50**
- \***PRIDE OF CALIFORNIA**—Large crimson red shading darker at the center. Profuse bloomer ..... **.25**
- \***SAGAMORE**—Color, amber gold slightly suffused with salmon and orange buff. Wonderful commercial dahlia ..... **.35**
- \***THE WORLD**—Color, rich deep rose magenta, overlaid garnet with silver shadings on edge of petals. A real prize winner at all the shows ..... **1.50**
- THOMAS A. EDISON**—Color, royal purple. A massive bloom of distinct coloring held erect on long sturdy stems. Another fine prize winner ..... **2.50**
- \***TREASURE ISLAND**—Color, bright apricot with gold and rose suffusion. Bush growth robust and profuse ..... **1.00**
- TRENTONIAN**—Blending of old gold, amber and coppery bronze ..... **.50**



## Cactus Dahlias

- \* **A. LINCOLN**—This dahlia is a free, open grower, on long erect stems. Color, bright spectrum red, reflex, rose red 1.25
- \* **AMBASSADOR**—A very popular flower at the dahlia shows. Color, soft yellow buff, shaded salmon pink ..... .50
- \* **GLADYS BATES**—Color, tan, with rose reverse. An extremely profuse bloomer on long straight stems ..... .25
- \* **MRS. EDNA SPENCER**—Color, silvery lilac, shading to bright orchid pink. Fine form, profuse bloomer and good keeping qualities, long erect stems ..... .25

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## Semi-Cactus Dahlias

- \* **CIGARETTE**—Color, fine scarlet tipped white, some flowers come all scarlet. Blooms on long cane, stiff stems ..... .25
- \* **EDNA FERBER**—Glistening coral shading to old rose at base of petals. This flower has curled and twisted petals forming a very full bloom held erect on fine stems ..... 1.50
- \* **EMMA MARIE**—A pleasing shade of clear pink with creamy white center. Flowers with full high centers, and borne erect on extra long stiff stems. A very good exhibition and commercial dahlia ..... .35
- FRANCIS LOBDELL**—Mallow pink with white center. One of the most popular varieties. A profuse bloomer on rigid stems ..... .25
- \* **MAE GREFE**—Shrimp pink, with white center. A profuse bloomer on long stiff stems. A splendid exhibition and cut flower variety ..... .25

## Paeony Dahlias

**MRS. FRANCES BULLARD**—Color, a clear silver or pastel pink, shading lighter at the center. Early and profuse bloomer on strong stems ..... **.50**



## Rosette Dahlias

**AMARANTH**—Size 2 x 1 inch. Height 3 feet. Color, at base of petals bright amaranth purple, tinting to light rosaline purple at tips ..... **.25**

**COCARDE**—Size 2½ x 2 inches. Height 3 feet. Color, a combination of soft salmon pink, shading to salmon rose. .... **.25**

**SPLENDENS IMPRICATA**—Size 2½ x 2 inches. Height 2½ feet. Color, vivid cardinal red, splendid form and profuse **.25**



## Miniature Decorative Dahlias

**LITTLE JEWEL**—Size 2½ x 1 inches. Height 3 feet. A beautiful bright luminous pink tinting lighter towards the tips ..... **.35**



## Pom Pom Dahlias

**BRONZE BEAUTY**—Size 1¾ inches. Height 3 feet. Color, beautiful golden apricot, a free bloomer and good for cutting ..... **.25**

# Sterling Dahlia Collections

We are offering for your consideration three fine collections of **Sterling Dahlias** at a saving of 30% or more. We make these special offers in order to induce you to plant a few **Sterling Dahlias** so as to get you started growing them, knowing that you will be well pleased with your investment, and consider the money well spent, after all the joy and pleasure you will derive by having these beautiful flowers in your garden. Each collection is covered with our guarantee (see general information) and accompanied with complete growing instructions.

## Collection No. 1

\$4.20 Value for **\$2.50**

Old Hickory  
Edna Spencer  
Emma Marie  
Jerseys Beauty  
Sagamore  
Pride of Stratford  
Fort Monmouth

## Collection No. 2

\$7.50 Value for **\$5.00**

Kentucky  
Jane Cowl  
A. Lincoln  
Waldheim Sunshine  
Helen Ivins  
Sanhican's Peach  
Marmion  
Bronze Beauty

## Collection No. 3

\$12.60 Value for **\$8.00**

Eliza London Shepard  
Pres. Hoover  
Thomas A. Edison  
Frazier  
Ida Perkins  
Little Jewel

## FREE OFFER

On all orders amounting to \$3.00 or more, except on collections, we will allow you to select any roots listed, to the value of 25% of your order.

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### GENERAL INFORMATION

**ORDER EARLY**—To avoid disappointment please order early. All orders are filled strictly in rotation, stock will be reserved as orders are received and shipped as desired. We will notify you if unable to supply any variety as we do not substitute.

**ROOTS**—All orders will be filled with strong divisions of field grown roots, AS SOON after April 1st, as seems advisable, unless otherwise specified.

**GUARANTEE**—We guarantee every root sent out by us to be true to name, also to be in growing condition when received, after which our responsibility ceases, as we have no control over growing conditions. Please notify at once if anything is unsatisfactory when received. Any root that fails to grow within three weeks after being planted we will replace upon return of the old root. While we exercise the greatest care to have our stock true to name, should any prove otherwise, we will cheerfully replace; but it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original price of the stock.

**TERMS**—Cash with order, money order or cash by registered mail. Roots will be shipped by parcel-post prepaid. All C. O. D. orders must be accompanied with 25% of the order, C. O. D. charges to be paid by the customer.

**NOTICE**—No order accepted for less than \$1.00. Complete growing instructions with every order.

**WARNING**—Do not send cash by mail unless you have it registered.

Asterisk (\*) means fine for cut flowers, excellent shippers.



